

**ROLE OF BROADCASTING IN THE PROMOTION OF MEDIUM SCALE  
BUSINESSES IN SELECTED LOCAL GOVERNMENT AREAS OF EDO STATE  
NIGERIA**

**BY**

**OMAGE OGHOGHO**

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**A RESEARCH PROJECT SUBMITTED, IN PARTIAL FULFILLMENT OF  
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HONS ) DEGREE IN MASS COMMUNICATION TO THE DEPARTMENT OF  
MASS COMMUNICATION, FACULTY OF ARTS, UNIVERSITY OF BENIN,  
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## DECLARATION

I thereby declare that this project entitled "Broadcast media role in the promotion of media scale business amongst residents of Oredo, Akoko Edo, Owan West, and Igueben local government area of Edo State, Nigeria " Was written by me, and they is the record of my own research work. To the best of my knowledge, It has not been presented in any previous application for a higher degree. All sources of information are specifically acknowledged using references.

Omage Oghogho

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DATE

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## CERTIFICATION

This project is certified based on the student's declaration and his compliance with the requirements of the Department of Mass communication, University of Benin, in partial fulfillment of the requirements for the award of Bachelor of Art (B.A) In Mass Communication and it's adequate for the award of the degree.

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Mr. Sunday Ekerikevwe FRHD  
(Project supervisor)

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Date

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DR. Daniel Ekharafu  
A. G Head of Department

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Date

## **DEDICATION**

I dedicate this project to God Almighty For his grace.

## **ACKNOWLEDGEMENT**

I received tremendous support and encouragement from several quarters in the course of writing this project. Firstly, I want to thank God Almighty for the breath of life and sound mind, that enable me to put my thoughts on paper in a creative and scholarly manner.

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## **ABSTRACT**

*This study examines the influence of broadcast media in the promotion of medium scale business using Oredo, Akoko Edo, Owan west and Igueben local government areas as case studies. Anchored on the agenda setting theory, The survey method was adopted for the study with a total of 553,300 respondent's taken from four different selected local governments In the state. Findings from the study reveals that majority of broadcast media audiences patronize medium sized enterprise as a result of the frequent advert placements. The study also revealed that through this medium; residents of the locals keep open communication with business owners, made more aware of the availability of services and goods up for sale. The study concludes that the challenge faced by business owners is that this medium is an effective but yet expensive methods for up and coming businesses to make use of, In dealing with this the study recommends that the government should by regulating broadcast media advert placements fees and provides loans for these entrepreneurs.*

## **CHAPTER ONE**

### **INTRODUCTION**

### **1.1. Background to the study.**

Broadcasting is essentially an act of disseminating information through television or radio stations to a rather heterogenous audiences, Broadcast media is the inclusion of different mediums that are used for communicating, transmitting and broadcasting information to the public or masses, simply put. A more scholarly definition is given by Onabanjo 2000 where he defines the term broadcasting as the transmission of information through radio waves from a radio or television station, to the intended audience in far and near places, through their receivers, which help in decoding such information. In the same vein Agbanu and Nwammuo 2009 went further to give a more detailed technical explanation by defining the medium as the use of electromagnetic spectrum rather than cables to simultaneously reach people of different race, culture and creed dispersed in different locations. Elaborating on this various definitions broadcasting is used for entertainment, information, education propaganda purposes, As its special features is the ability of simultaneous reception by a dispersed audience, individually or in group, This electronic media, is also known for its immediacy of impact, potential wider reach, and its ability to transcend the barriers of literacy and education to particularly diverse audience.

From the forgoing, it is clear that as opposed to other media of mass communication such as newspapers, magazines and books, broadcasting media is electronic means of

communication with various benefits Hence the number of people using broadcast media platforms.

Over a period of time as technology advanced, platforms that are less sophisticated were developed thus, enabling billions of regular internet users, without any technology background, to use the services (Boyd et al., 2010; Baden, Bender, Spring, Bhatta charjee and Strain, 2009) and this marked a turning point in the history of the media, making the media all inclusive in such way that people no longer remain silent spectators to the content being dished out to them. Now, they could create their own content, share it with others, respond to people, collaborates with them and many more.

Broadcasting is a very large significant segment of the mass media and the two major types are radio and television. This media that is, the radio and television allow individuals to interact with one another and to build relationships even many companies across the world have joined. Radio is said to be an essential tool of which primary education in Africa country because of its ubiquitous nature while the television on the other hand is considered to be the most powerful mass medium because of its ability to provide and engage and captivate its audiences combining the senses of hearing and sight.

So mighty is this medium that multinational corporations used this medium and other fast growing network such as Facebook and Twitter, and community radio, so as to connect with their customers (Trattner & Kappe 2022). The broadcast media networks acts fantastically as the vehicle helping companies be it medium scale or large enterprises

to gain traffic or attention to their products and services usually through the use of Links and via the adverts placed on the broadcast media (Chinag & Chung, 2021; Deis and Hensel,2022).

Broadcasting is not a haphazard activity; it is planned, coordinated and targeted so has to achieve maximum results when employed.

Acts just as the traditional Word of Mouth as mainstream marketing does. spreading corporate messages very fast from users to users that resonates in the favour of the enterprise (Deis & Hensel, 2022).

This is because, globally, a survey report reveals that about half of the 170million Nigerians regularly make good use of the broadcast media (Oracle Retail,2010) and sequel to this notion, virtually all businesses now employ this method to extend its network of existing corporate marketing strategies especially in the retail industry in order to capture and serve customarily those active users

In light of the numerous benefits of using these platforms. Most medium scale business owners now make good use of this medium hence this current study that seeks to explore specifically broadcast media role in the promotion of medium scale business amongst residents of Oredo,Akoko Edo, Owan West and Igueben local Government areas of Edo state Nigeria.

## **1.2 Statement of the problem**

The broadcasting media have low productivity in reaching wide coverage in promoting medium scale business ,Businesses who succeed being promoted by broadcast media suffer improper communication to Oredo, Akoko Edo, owan west and Igueben local government areas of Edo state ,this makes the audience less interested in patronizing medium scale business Jonathan 2015,States that despite the advertising of shopping goods such as men’s packet shirts, women’s clothing, jewelry, electronics etc, consumers’ attention are not always drawn to it , this is because consumers in Edo State have their areas of interest and the type of goods they buy, they prefer to buy by the road side or open market place where they are free to bargain have direct contact and communication with business owners and informations about the availability of goods or services.

There is a high demand for business to be promoted / competitioned for business counter parts, So this put intense pressure on reportage of broadcast outlets in promoting medium scale businesses ,this therefore brings the notion of fear and psychological trauma to maintain a good standard of broadcasting thereby creating a communication gap , Due to this information gap in the flow of public communication most consumers do not get information about shopping goods that will be of benefit to them. For example when a promo or discount are given for buying a product, some consumers who do not have access to television, radio or public communication media might not be aware .Osuala 2017 explains that sellers advertise numerous general products, to increase sales of the

products category, But for residents of the locals in Edo State advertised products sold in the shops are deemed to be very expensive thereby they prefer to buy in the open market.

Additionally low patronage of broadcast media for business promotion is as a result of high cost of time Barn or sell of space time by broadcasting media houses. Most uprising business owners are not financially buoyant to cover the cost of this method which is one big underlying factors for medium scale business owners. Those who can afford it cannot run the advert concurrently in order to constantly ring a bell in the minds of the audience.

Advertising based on sizes, colour, shapes, quality of visual image on televisions may influence consumers to buy, however consumers who do not watch television or listen to radio advertisement frequently will not be so influenced, Furthermore, many consumers think it is a waste of time, they are also those who do not have access to television or radio and will not be influenced by such advertisement,. Also for consumers in Oredo, Akoko Edo, Owan West and Igueben local government areas of Edo State factors such as cost, income, transportation, nearness to market are considered more important.

It is therefore imperative to ascertain the influence of the broadcast media and the promotion of medium scale business in Oredo, Akoko Edo, Owan west and Igueben local government areas of Edo State.

### **1.3. Objectives of the Study.**

The main objectives of this study is to examine broadcast media and its role in promotion of medium scale business among resident in some selected local Government areas in Edo State and the following objectives includes to;

1. Examine the influence of broadcast media in the promotion of medium scale business in Oredo ,Akoko Edo,Owan west and Igueben government areas of Edo state
2. Determine the perception of consumers towards the broadcast media in oredo,Akoko Edo,owan west and igueben local government areas of Edo state.
3. Determine the extent to which consumers patronize products advertised on broadcast media in Oredo, Akoko Edo, Owan West and Igueben local government area of Edo state.
- 4 Determine the relationship between broadcast media and sales of consumer goods in Oredo, Akoko Edo, Owan west and Igueben local government areas of Edo state
5. To find out if broadcast media jingle's, influence customers to patronize small scales business in Oredo, Akoko Edo, Owan west Igenben local government areas.

#### **1.4 Research Questions.**

The study is guided by the following research questions.

1. What is the influence of broadcast media in the promotion of medium scale business?

2. What is the perception of consumers towards the broadcast media?
3. To what extent do consumers patronize products advertised on broadcast media?
4. Is there a relationship between broadcast media and sales of consumer goods in Oredo, Akoko Edo, Owan West and Igueben local government areas of Edo State?
- 5 Do consumers prefer broadcast jingle's in small business in Oredo, Akoko Edo ,Owan West and Igueben government areas of Edo state

**1.5 Scope of the study.** The scope of this study is to examine broadcast media and its promotion of medium scale business. This study will be limited to entrepreneurs and their target audience in Oredo ,Akoko Edo ,owan west and Igueben Local Government Areas of Edo state Nigeria.

**1.6 Significance of the study.**

1. This study will be of great Benefits to academic institutes, broad of commercial businesses, management of commercial businesses, medium scale businesses as well as marketing students of tertiary institutions as it would help them to a broader understanding of how advertising influence the sale of shopping goods in Oredo, Akoko Edo, Owan West and Igueben local government areas of Edo State.

2. The study will be beneficial to commercial businesses in Oredo, Akoko Edo, Owan West and Igueben local government areas of Edo State, because it will contribute great development in catching the attention of the business to the audience of broadcast media, This is true because they play very important role in making sure that the four local government areas get to know about the businesses

3. The findings of the study would be of immense benefit to the media organizations, The knowledge gained from the findings would help them to be innovative in their various approaches to advertising designs in order to better reach broadcast medium audience in Oredo, Akoko Edo, Owan West and Igueben local government areas of Edo State.

4. Findings from this study will provide an objective for business relations between media outlets and medium scale business owners it will help the government to map out strategies in dealing with issues of censorship within the media.

5. The study will help future researchers in this field in the area of understanding the dimension of promoting businesses through the media.

6. The study will be of immense benefits to employers of Labour, proprietors of shopping goods as well as other sectors as findings of this study would create awareness of the importance of advertising on the sale of their products, and how to better maximize its full potentials

7. To the academic researcher this study will be of immense benefits as it serve as resource materials for further study, thereby contributing to the existing body of knowledge.

### **1.7 limitations of the study**

#### **1. Financial Constraints.**

Insufficient fundings was one of the varying set backs the researcher experienced during the period of carrying out the study, Dealing with limited access of funds the reviewer had to juggle resources between sourcing for materials, literature for information, applying the research methods and the overall paperwork involved ,this caused a financial strain on the researcher.

#### **2. Time constrains**

The allocated time to the study short lived for a study of this magnitude importance, Time to study, give in depth analysis and measure change overtime was constrained, coped with the researcher's involvement in order academic activities which invariably affected the time devoted to this study.

3. The study was also limited cause findings from the study covered a specific location as in this case Oredo, Akoko Edo, Owan West and Igueben local government areas of Edo State Nigeria, so therefore, This study cannot be used in generalizing for a larger constituents

#### **4. Limited access to information.**

The researcher had great difficulties in sourcing out for materials needed to substantiate the study, Most materials were found wanting during the research process. In order to remedy this, the researcher made studious use of database and libraries

5. Poor response form variables involved, Medium scale business owners in Oredo, Akoko Edo, Owan West and Igueben local government areas of Edo States have little interest in the subject of decision this resulted in low turn out of response to questionnaires' administered.

### **1.8 Operational definition of terms.**

In order to avoid the researchers misinterpretation of certain words or terms contained in the title of this work the researcher defines some of the term operationally, such words and terms are.

#### **1. Broadcasting media:**

Broadcast media involves electronically and simultaneously sending information containing signals, print messages and audio or video content to a vast group of recipients using electronic and digital means such as television or radio.

2. Medium scale business:

medium scale businesses as companies or enterprise that have 100 or fewer employees ,or with less than \$50 million in annual revenue.

3. Advertising :

The definition of advertisement is that it is a means of communication in which a product, brand or service is promoted to viewership in order to attract interest, engagement and sales

## **CHAPTER TWO**

### **LITERATURE REVIEW**

This chapter of the study will provide indepth knowledge on broadcasting media and its promotion of medium scale business around Oredo, Akoko Edo, Owan West and Igueben

local government areas of Edo State. Opinions from different scholars and authors in this field will be employed to a better understanding of broadcasting media that is radio and television and its interface with medium scale business, modus operandi ,tactics and over all benefits .This review will cover the following areas.

### **1. Conceptual Review**

### **2. Theoretical Review**

### **3. Empirical Review.**

#### **2.1.1 History of broadcasting:**

The earliest history of broadcast media can be traced to the 19th century telegraph where news could be transmitted nation wide or internationally instantly via telegraphy. However, that transmission was "end to end". Transmission to multitudes of customers all at once began with the advent of radio in the early 20th century, Later television and then the internet over took the medium of radio ,They are basically two major forms of broadcasting the Radio and television

#### **Radio's early days**

The first voice and music signals heard over radio waves were transmitted in December 1906 from Brant Rock ,Mass achusetts (just south of Boston ), when Canadian experimenter Reginald Fessenden produced about an hour of talk and music for technical

observers and any radio amateurs who might be listening. Many other one off experiments took place in the next few years, but none led to continuing scheduled services. On the West Coast of the United States, the radio hobby grew during the decade before World War I, and the ability to “listen in” with earphones (as there were no loud speakers) and occasionally hear voices and music seemed almost magical. Nevertheless, very few people heard these early broadcasts; most people merely heard about them in part because the only available receivers were those hand made by radio enthusiasts, the majority of them men and boys. Among these early receivers were crystal sets, which used a tiny piece of galena (lead sulfide) called a “cat’s whisker” to detect radio signals. Although popular, inexpensive, and easy to make, crystal sets were a challenge to tune into a station. Such experiments were scattered and so there was little demand for manufactured receivers. (Plug-in radio receivers, which, through the use of loudspeakers, allowed for radio to become a communal experience, would not become widespread until after 1927). Early broadcasters in the United States, such as Herrold, would continue until early 1917 when federal government restrictions forced most radio transmitters off the air for the rest of World War I, stalling the growth of the medium.

Television early days: -

Televisions started appearing in the early 1800s. They involved mechanically scanning images then transmitting those images into a screen. Compared to electronic televisions, they were extremely rudimentary. Prior to these two inventors, German

inventor Paul Gottlieb Nipkow had developed the first mechanical television. That device sent images through wires using a rotating metal disk. Instead of calling the device a television, he however, Nipkow called it an "electric telescope". The device had 18 lines of resolution. In 1907, two inventors – Russian Boris Rosing and English A. A. Campbell-Swinton – combined a cathode ray tube with a mechanical scanning system to create a totally new television system. Ultimately, the early efforts of these inventors would lead to the world's first electrical television a few years later.

The concept of television is the work of many individuals in the late 19 than early 20th centuries. The first practical transmission of moving image over a radio system used mechanical rotating perforated disks to scan a scene into a time-varying signal that could be reconstructed at the receiver back into an approximation of the original image. The development of television was interrupted by the Second World War. After the end of the war, all-electronic methods of scanning and displaying images became standard. Several different standards for addition of color to transmitted images were developed in different regions using technically incompatible signal standards. Television and radio broadcasting expanded rapidly after World War II, becoming an important mass medium for advertising, propaganda, and entertainment.

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different regions using technically incompatible signal standards. Television and radio broadcasting expanded rapidly after World War II, becoming an important mass medium for advertising, propaganda and entertainment

### History of Radio Broadcasting Medium in Nigeria

The year 1933 marked the genesis of radio broadcasting in Nigeria with Lagos being the site of the foremost RDS (Radio Distribution System). Which was under the control of the Department of Post and Telegraphs, the radio system was created specifically to function as a reception base for the British Broadcasting Corporation. After about two years of its establishment, the radio system adapted its name to Radio Diffusion System.,During the World War II [1939 – 1945], the radio system served its salient broadcasting purposes, giving local residents basic informations about the war, In 1939, exactly six years after the first radio system, another radio system known as Ibadan Station was established, With the inception of Nigerian Broadcasting System (NBS ) in 1950 in Nigeria radio broadcasting grew significantly , the broadcasting services of the NBS spanned across several Nigerian cities which includes Ibadan , Enugu, Lagos, Kaduna, Kano,The introduction of the house of representative bill in 1956 by the House of Representatives, marked Nigeria's attainment of its first broadcasting corporation. After some years, the establishment of the Federal Radio Corporation of Nigeria came about and in the early 1990s, the country established its first external broadcasting radio service named "Voice of Nigeria".

## **The Evolution of television Broadcasting**

Television broadcasting seems to be the most cherished medium of broadcasting in Nigeria because of its interesting nature of sound and picture, Its origin can be traced back to the late 1950s when the former Western Region launched Nigeria's foremost TV signal. Precisely, in 1959 the beginning of television broadcasting in Nigeria started in the then Western Nigerian with the establishment of Western Nigeria Television being the first TV station in the country. , With the purpose of providing an avenue for regional schools lacking adequate teaching staff, the former Western Region set up the Western Nigerian Television. Following the footsteps of the Western Regional government, the Eastern Regional government followed suite setting up its television broadcasting system with the primary aim of promoting formal education within its jurisdiction in 1960. Only two years after the Northern Regional government joined the circle by launching its television broadcasting system with the sole intent of promoting education within its jurisdiction in 1962, the and it was called the "Radio Television Kaduna".

At the inceptions all three regional Television systems stuck with their sole objectives but in later years, each of them was eventually commercialized and this marked the beginning of advertising through Television broadcast, stations in Nigeria operated under the governance of the Nigerian Federal Government until 1992. Later on the monopolization of television stations by the Federal Government was abolished with the creation of the National Broadcasting Commission as per the provisions of Decree

number 38 this decree marked a significant change in Nigeria's broadcasting history as private individuals were granted the freedom to own Media and TV broadcasting systems in Nigeria leading to the establishment of private television and removing monopoly from the hands of the government.

### **2.1.2. Distinguishing Features of Broadcasting.**

#### 1. Relevance

It always comes up with new innovative ideas to impress people. People still choose it as the best source of information. There are also different forms like local media, national media, and international media. It is very beneficial nowadays for marketing. It plays an important role in increasing competition among several companies, leading to better products and services at cheaper costs with the best quality. Magazines, newspapers, radios, and televisions are still in the race of advanced forms of communications that credits business owners for their brand advertising.

#### 2. Digital

Broadcast media these days, with the help of digital media, is even more reaching to a mass audience. Twitter, Facebook, Instagram, Youtube, and many other social media platforms display live content, active responses, audience debates on the current topics, updates on newer issues, and helping businesses over a larger network. The traditional broadcast media is almost combined with digital media on a large scale and

communicating with many people. It has also created a powerful impact in the field of entertainment. The public comes across various documentaries, blogs, podcasts, shows, and series, Digital media, along with broadcast media, is such a boon to marketing and advertising that future of any product primarily depends on how the salesman makes use of these platforms.

### 3. Direct and Clear

Broadcast media can be called direct communication. Everything comes to your door with a clear and detailed description. The information will be verified before it gets published.

#### **2.1.3. Importance of Broadcast Medium.**

The consumption of the broadcasting media has grown over time because of the variety of features it possesses, electronic devices like smartphones, tablets, and computers, electronic media has grown in importance today this is because it provides an easy and simple approach to accessing a wide range of information, entertainment and propaganda to the audience. Some of the important of broadcast media are.

1. Broadcast media such as television, radio and this days smartphones, tablets computers laptops as the ability to deliver information and entertainment quickly and effectively to a large audience this makes electronic medium platforms significant, broadcast medium messages gets across thousands of people regardless of location

signals are received and interpreted in a quick span hence the use of this form of broadcasting by business owners over the globe, even business owners around Oredo, Akoko Edo, Owan West and Igueben locals are not left.

2. Broadcasting medium also offers a unique advantage in terms of its ability to create emotional impact and deliver compelling stories, Television and radio enables a combination of visual and audio elements that captivate audiences in a way that other mediums like the print cannot replicate. Broadcast media can elicit powerful emotions through images, sounds, and human voices, making stories more memorable and resonant in the minds of the audience, for medium scale owners this emotional impact and storytelling potential are invaluable tools. By leveraging the power of broadcast media, they can engage audiences on a deeper level, evoke empathy, and convey the essence of their brand or message. This emotional connection helps to build stronger relationships with the public and enhances the overall effectiveness of advertising campaigns

3. Brands, businesses, or governments use broadcasting networks mediums to let target audience know about their various products and services available ,this informative role of media keeps the audience regular access to updates, advertisements, news, and information on different topics from different sources. This includes the overall process of transmitting signals, distributing content to various channels, providing visuals and audio signals to the public, etc.

4. Broadcast media, unlike its counterparts the print cannot provides a level of interaction and two-way communication systems. This interactivity enables individuals that is specific audience to communicate their ideas, viewpoints, and experiences with others while also encouraging increased audience involvement and participation example are radio call in programmes, talk shows on televisions.

5. Electronic media has also made it simpler for people and organisations and business entities to exchange information and resources, which has boosted access to opportunities, education, and information. Electronic media is essential to contemporary communication and has greatly influenced our culture and interactions.

#### **2.1.4 Methods of Using Broadcast Methods.**

The broadcast term is a form of audio and video advertising that provides the public with pre-recorded content, including commercial topics , this various programs gives information based on the people's interests and reaches a more significant number of people, so many advertisers / business owners prefer it usage to other media platform. They are two major platforms in using the broadcast media which is radio and television and the various ways of advertising products on the t media platforms are as following:

##### **1. Spot Announcements**

These are short positive comments on the product. They are less cost-consuming mostly done on radio stations. They are cost effective and straight to the point.

## 2. Sponsored programs

A program will be planned and executed with the help of music and entertainment to give detailed explanation about the product. This method is cost-consuming and would be chosen mainly by big brands, small scales are advised to engage this method which can be done on both television or radio stations

## 3. Advertising Films

These films are commercial films that come up with a unique concept of demonstrating their product through video and audio content. It involves taglines and the overall description of the product. It is very effective because people often get more attracted to the visual media, which is why many business people go for advertising films to market their products. It is a very expensive but yet an effective method.

## 4. Slides

Slides are posters displaying product details using colors pictures, and various font styles. They are mostly displayed on big screens in movie theatres. They can be seen at the interval or before the movie's start. They are a less expensive then advertising films and can be use as a good substitute.

## 5. Video Advertising

These are like advertising films, but that does not come up with any story. They include the business details in the form of a short video. They can be displayed in pubs, theatres, and 3D roadside pictures. In addition to these, drama and music programs are also used for broadcasting. A few sources of broadcasting media are expensive and cannot be accessed by all the audience, especially rural people .For this sake of letting rural people know about their business network because advertisers use drama and music programs with religious, cultural concepts to attract the target audience, With the advancement of digital media and its inclusion medium scale business owners can use this medium to grow business and reach out to potential customers includes but not limited to.

i. WED BASED MEDIA: This includes the entrepreneur using websites, blogs, social media platforms, and other online content to reach its audience.

ii. PODCAST: These audio programs are usually available for download or streaming online.

iii. MUSIC AND VIDEO STREAMING SERVICES: These include platforms like Spotify, YouTube, and Netflix that allow users to stream music and video content online, through this method product and services available can be bought to the notice of the targeted audience.

iv. E-BOOKS AND DIGITAL MAGAZINES: These are electronic versions of traditional books and magazines that can be accessed on electronic devices like tablets and e-readers.

v. ONLINE ARTICLES: These are news articles that are published online by news organisations and other media outlets.

vi. DIGITAL ADVERTISEMENTS: These are advertisements that are displayed online or on electronic devices like smartphones and tablets.

### **2.1.5 Why Do People Use Broadcast Medium.**

Broadcasting Electronic medium serves as a vehicle of communication and information sharing amongst residents. Platforms such as digital devices like computers, cell phones, and radio and television are the variety used by media audience. These platforms perform a plethora of functions in aiding medium scale business owners.

i. Dissemination of information: Reaching a broad audience quickly and effectively as possible is done with the help of broadcast media. This covers basically news items, learning resources, and other advertising content.

ii. Promotion: Businesses may reach and interact with potential consumers through broadcasting media, Social media marketing, email marketing, and internet advertising there by bringing the business to the light of those in need of the business services.

iii. Entertainment: Broadcasting media contents provides entertainment function to its audiences; this is done by promoting contents such as movies, music, and video games that tends to relief the audience from harsh realities of life.

iv. Education: Broadcasting mediums that is television and radio is useful for educational purpose it provides the audience a wide access to many data and tools for learning and self development, thereby making them to be more aware of the environment which in turn helps in making informed decisions

V. E-commerce: The use of broadcasting media has made it easier for both consumers and entrepreneur to conduct and make sales of goods and services. Enhance Communication and cooperation between entrepreneurs, employees, customers and potential customers in order to build and sustain a good relationship between the business and its public by enabling distant work and virtual meetings.

#### **2.1.6 Medium Scale Business.**

Medium scale business organizations are privately held businesses whose capital, workforce, and assets falls under a certain grade in accordance to the national guidelines of the country they operate in. Medium scale businesses are companies or enterprise that have 100 or fewer employees, or with less than \$50 million in annual revenue. Examples are Local restaurants, grocery stores, garages, etc. These businesses cover a certain target audience that usually falls under a specific category such as age, sex or geographical

local. These businesses are referred to as a small-to-medium scale size enterprise because they generate less revenue and operate with fewer levels of workforce and assets which reduces its business complexities. Medium scale businesses their employees are directly managed by the business owner. They have a greater number of business operations daily and often have a significant number of clients and business contacts. The abbreviation "SME" which stands for small medium scale enterprise is mostly used by international organizations such as the World Bank, the European Union, the United Nations, and the World Trade Organization (WTO).

In any most national economy, medium scale businesses sometimes outnumber large companies by a wide margin and also employ many more people. For example, Australian small scale enterprises make up 98% of all Australian businesses, produce one-third of the total GDP (gross domestic product) and employ 4.7 million people. In Chile, in the commercial year 2014, 98.5% of the firms were classified as small medium scales. In Tunisia, the self-employed workers alone account for about 28% of the total non-farm employment, and firms with fewer than 100 employees account for about 62% of total employment. The United States' medium scale generate half of all United States jobs, but only 40% of GDP. Africa has a continent is not left out, Countries with developing economy like Nigeria tends to have a broader form of small and medium sized businesses. Because these enterprises are responsible for driving innovation and competition in economic sectors through the creation of more new jobs than larger firms

and corporations, Despite this small scales still suffer tremendously from job destruction and contraction. It is important to note that the legal classification of a business as either small medium or large is hinge on the number of individuals it is able to carter for in its employment basement and of course it's client based

### **2.1.7. Characteristics of Medium Scale Business.**

Irrespective of the variety of definitions given to the term Medium scale business in different countries, the component of such businesses remains the same, Some of these outstanding charateristics which greatly distinguishes this form of business enterprises. From other forms are

1. Limited Investment: The capital required to own a medium scale business outlets is less as it operates on a small scale.
2. Labor-Intensive: medium scale enterprises usually don't require heavy or sophisticated machinery. As it uses more labor-intensive techniques in carrying out it business activities
3. Less Number of Employees: The operations of a medium scale enterprise requires a smaller number of people as compared to large corporations, due to their small scale of operations.
4. Local Area of Operations: medium scales enteprices cut across certain locale and remains there for long periods of time (years or maybe decades) providing services or

goods which helps in building a strong relationship with consumer and potentials customers

5. Management: Most medium enterprise are often organized by a single owner or a small / Micro group of individuals in charge of the running the day to day activities of the business.

### **2.1.8. Importance of Medium Scale Business to the Economy.**

In recent times medium scales have become the stand by pillar of most economy in the world providing job security and being a means of livelihood. The absence of medium scales enterprises will be the dearths of most economy cause without them most economy cannot survive. The importance of medium scales are highlighted below in the following points:

#### **1. Utilization of Local Resources**

Opening up of small and medium-sized businesses in rural areas or small local towns helps in better use of resources available in that particular area. If a town is rich in iron ore mines, then factories will open up for the effective utilization of that resource.

#### **2. Employment Generation**

Medium scales are the best method to tackle unemployment in any economy, as it provides job opportunities for the locals. Especially, in developing nation countries like India, Nigeria where unemployment is one of its major problems, these business establishments provide economic relief.

### 3. Opportunities to New Entrepreneurs

The major role of medium scales in any country is to gear up the growth of new entrepreneurs. Owing to the fact that small businesses are much more easier to set up and require less capital, it creates a perfect option for young entrepreneurs to test their skills and grow.

### 3. Development of Local Areas

The economic and infrastructural development of an area depends largely on the numbers of businesses set up. It can boast of, small business sets up helps in providing employment to the local population which in turn builds infrastructure whereby removing regional imbalances.

### 4. Improvement Of The Quality of Life

Medium scales help the locals by providing them jobs. This increases the per capita income of the households' livelihood which improves their quality of life.

## **2.1.9. Advantages of Medium Scale Businesses**

Some of the advantages of operating a medium scales business are:

1. More Flexible

Medium scales are more flexible when it comes to adapting to change. This is because they are small in size, runs on a simple business model, and are closer to their customers. This features helps small / medium scales to identify any kind of opportunity that arises in the business place and to quickly make use of these opportunity before any other competitors does.

2. Close Relationship with Customers

This is one of the greatest benefits of medium scales. While large corporations pour in a lot of money to enhance their communication and connect better with their customers and potential customers, Medium scale enterprises do it with ease without having to make strong financial commitment, This is because Medium scales operate locally due to this they have a smaller customer base, which makes it possible to maintain customers based relationship.

3. Fast Decision-Making

In most cases, small and medium-sized businesses are run by an individual or a small group of people. So, decisions are taken fast as compared to large corporations where it takes time to debate and arrive at a decision.

#### 4. Better Communication

Medium scale business employee based are made up of a small group of people. The need for a separate department for hiring employees all the activities are managed by the owner. He/she keeps track of all the employees and communicates with them efficiently

#### 5. Better Control Over Business

The owner manages all the operations of the business effectively as it is small in size and easy to control this leads to better control over the business activities

### **2.1.10. Disadvantages of medium scale**

Everything has its pro and cons and medium scales are not left out, in furtherance of this, let us look at some of the disadvantages of medium scales businesses.

#### i. Less Use of Technologies

Due to less capital, small scales rely heavily upon labor-intensive techniques instead of capital-intensives techniques. Another reason is that small businesses run on a traditional business model that requires less use of modern technologies. This makes the work place more tasking for the employees.

#### ii. Difficulty In Funding

Acquiring funds for a small scale is not a very easy task as banks hesitate to hand out loans. This is because a lot of businesses don't last long. Most owners of medium scales now results getting their findings from family & friends or use their own savings.

iii. Less-Skilled Employees

Highly skilled employees demand higher pay. So, due to less capital, medium scales settle for less-skilled employees.

iv. Risk

Risk is always there in running a business, even if the business model is structured to be risk-free, it cannot be eliminated completely.

v. Stress

It is not easy task to manage and handle all the departments of the business alone. , This makes managing a burden and takes a toll on the mental health of an entrepreneur. In the initial stages of setting up a business, entrepreneurs do extra hours of work ignoring their health which leads to many mental health problems like anxiety and stress.

### **2.2.1. Media in business.**

Media broadcasting activities in business in Nigeria can be traced back to the introduction of the Structural Adjustment Programme (SAP) in 1986, The structural adjustment policy was an economic strategy targeted at encouraging self-reliance and

reduction of contingency on government for financial aids in businesses. In relations to this newly introduced policy the Nigeria government withdrew subsidies which were provided to federal and state owned media outlets

According to Ekwu 1996 page 63 faced with the inability to pay salaries of workers, produce or service available equipment and myriad of other problems occasioned by the decline in government subsidies, the Nigerian Television Authority (NTA) and Federal Radio Corporation of Nigeria (FRCN) started devising other methods make money and ease the financial burden, Ekwu further explained that for a certain amount , broadcast outlets became a platform for media relations where individuals, communities, public and private organizations, ministries and government agencies send messages and interact with their various audience, These content where presented as part of the news bulletin in the forms of straight news reports, news analysis, or commentary after the news.

In the year 1997 broadcast media outlets were deregulated by then Military government led by Ibrahim Badamosi Babangida, this deregulation contributed immensely to the compromise of the news bulletin, sponsored messages were added to news bulletin for a prescribed fee .As more privately owned broadcast station were established, the level of competition grew as advertiser now had a redundancy of media outlets to choose from, private and public held media now began to rely heavily on airtime sale to advertisers in has a source of funding. Although this trend in broadcasting

serves both the entrepreneur and media outlets ,critic's state that It effects the authenticity of broadcasting media.

### **2.2.2 How To Make Broadcast Medium Messages More Effective.**

#### **1. Consider your brand persona**

Has a Medium scale business owner, it is essential to create a communication network that fits in with your brand's persona. The business entrepreneur needs to do an indepth study of the audience who speaking to or targeting , and know specifically What overall message he or she wants to send , then builds the communication strategy around these questions and tailor your communication to the audience. An instance is an enterprise trying to appeal to young generations should not focus only conventional broadcastings media but also new broadcasting mediums like the internet.

#### **2. Grab their attention**

As a business owner when communicating with team members or customers, the messages should be short, descriptive, and memorable. The entrepreneur must Double check to make sure that the message contains this features listed above, Spellings and grammatical errors should be crossed check before posting a communication; The tone should light and friendly. All these should be put into aforementioned must be scrutinize before the communication us released.

### 3. Distribute communications widely

The business entrepreneur must ensure that all team members receive the information shared at the same time. The entrepreneur might be considering letting employees take create a schedule hour of their work day to read workplace communications such as bulletins. The goal is to engage employees with your communication network, so giving them a specific time to do so will ensure your effort is well-spent. In conclusion different digital communication methods each have their own pros and cons. Some teams will naturally gravitate towards email, while others might prefer text or video chat. Choose the right combination of methods, and you'll be able to create a strong electronic communication network to share easily with both team members and customers.

#### **2.2.3 Examples of medium scale enterprise broadcast media has growth in Oredo, Owan West, Akoko Edo and Igueben**

In Edo state they are a number of medium scale business owners who have employed the use of broadcasting medium to advertise their products and services in order to grow their businesses and bring it to the light of the public ,Entrepreneurs in Edo state , oredo, akoko Edo , owan west and igueben to be specific steadily use this medium to retain old customers , attract potential customers ,and also to communicate to the general public its

unique selling point , sales price reductions the business owners are making available for customers and potential customers to enjoy. Examples of these business enterprise that grown through the effective and rigorous use of broadcast media in the are but not limited to, The Prince builders, Mama Ebo pepper rice, Uyi technicals, Iyare motors, ,Brightens electronics, Gorilla brain tutorials, Omegatron, Omega Restaurant, These medium scale businesses scattered across the four selected local governments in Edo states as over time recorded rapid growth in business in applying broadcast media.

#### **2.2.4 Challenges faced by medium scale entrepreneurs in the use of broadcast and proffered solutions.**

Efficient Marketing on the broadcasting space is critical to the success of medium scale enterprises, it is an effective but difficult task, small scale entrepreneurs are usually faced with a lot of challenges that hinders the smooth operation some of which are as follow.

**i. Budget** -The most significant challenge entrepreneurs of small businesses face towards the effective use of broadcast media is the lack of funds. Most small enterprises have a limited marketing budget and are unable to use large scale digital marketing campaigns due to this. Currently, small scales spends an average of 46% of its marketing budget on broadcasting advertising (which is often about 30,000 per month).Medium Business owners are therefore adviced to start on a tight budget by

building a solid reputation and maintaining good corporate social responsibility practices.

**ii. Choosing the right broadcasting / social media platforms** - The availability of multiple broadcasting platforms like radio television and more currently the advent of the internet that is the social media gives the audience a wide range of communication channels to select from. Each of these channels appeal to different segments of the audience. For example the internet as a medium of advertising generally appeals to the younger generation while the radio tends to a more matured audience. It is therefore important for the business entrepreneur to know these audiences and use platforms that are best suitable, but this seem to be a problem for most entrepreneurs as it requires the business owners to study overtime its targeted audience and the methods best suitable for them. How then should small scale businesses choose which broadcasting platforms to target? First thing is to do a quick study of radio, television and most recently the Internet and know specifically what these mediums offers, Secondly the marketing goals should be put into when deciding which social media platform is best for you for the business before taking the action.

**iii. Developing a content marketing strategy** - Developing the right content material and marketing approach is some thing each business enterprise ought to do, which could sometimes overlap together along with your social media advertising,

marketing approach and initiatives. Most businesses owners are torn between choosing which to start. It is therefore important one must recognise what content material is precious to the targeted audience and find the best way to proportion it.

**iv. Promoting brand awareness** - Brand awareness promotion is not a too difficult task but it can prove to be if the business entrepreneur have little amount of content, it can be difficult to create actionable content that will invade the emotions of the specific audience. To contain this the entrepreneur should employ the use of advertising organizations whose job is to provide advertising content best suitable for the audience.

### **2.3 Review of Empirical Studies**

This review elaborates the relevant previous researches done. That is related with this research topic also it examines the current state of knowledge on the topic, as well as its historical context.

Darren (2013) suggests that media channels are becoming more fragmented and the media consumer is more empowered than ever before, Some channels are becoming Medias in their own right through blogging and other tools. Rettie, 2002 states that broadcasting Media is very important to increase consumer response. Companies adopt widely and rapidly the broadcasting media solution in their distribution. Small, medium and big enterprises can afford because of the low cost, has become the good tool when a company wants to design strategy. However, According to (Faisal, 2004) The media is a current businesses practice if or not the organisation provides quality services or not will depends on the customers'feed back on the satisfaction they get from consuming the products, since higher levels of quality lead to higher levels of customer satisfaction (Kotler & Keller, 2009, p. 169).

Most companies are adopting quality broadcasting programmes which aims at improving the quality of their products in the minds of the audience hence the use of media for marketing processes, because it has been proven that it generally has a direct impact on product Satisfaction. In a study conducted by E -Gohary, 2012 asserts from Drury 2008 Gohary stated that broadcasting Media performs purposes like informing consumers about the status of their orders, about products, about promoting products, about establishing brands, etc. In one hand, it alerts customers, update them; in other hand, they are engaged in negotiation with companies. It is the best instrument that can be used to well market production. It is considered as a “direct media” through quality of services

that can increase customers' awareness and attention. This study also suggested the need to scale up the use of the media programs to evoke consumers attitude towards products advertised.

## **2.4 Theoretical Frameworks**

Several scholars have given varied definitions of theory, however, theories Mcquail (1987) cited in Asemah (2011) sees theories as set of ideas that are of varied status and origins which may explain or interpret some phenomenon, similarly in the same vein Griffin (1994) sees theories as ideas that explains events or behaviours. In a research study Theoretical framework is essential because they are formulated terms that gives general explanation of different situations in order to better understanding of such field. To this end therefore, this study will be anchored on the following theory ;Agenda Setting Theory.

### *Agenda setting theory*

Agenda setting theory argues that the media such as television and radio outlets, work to create an agenda of news stories for the public. In the creation and distribution of these agendas, news outlets can influence how much the public cares about a particular event, issue or story. Agenda setting theory acknowledges the ability of the media outlets to giving prominence to certain issues or events , with the intent of putting such events or issues to public notice.

This theory was postulated by two journalism professors: Maxwell McCombs and Donald Shaw in the year 1972. The major premise of the theory is that the media set agenda for the public to follow. The theory holds that most of the pictures we store in our heads, most of the things we think or worry about, most of the issues we discuss, are based on what we have read, listened to or watched in different mass media (Asemah & Asogwa, 2012; Asemah, Edegoh & Nwammuo, 2013; Edegoh, Asemah & Udeh-Akpe, 2013; Ogwo, Nnaemeka & Asemah, 2013; Santas, Asemah & Jumbo, 2020).

This means that if the news media chose to give the most time and space to airing medium scale business this business will become the most important item on the audience minds. The foregoing implies that the media "play drums and when they play their drums," we begin to dance to the tune of their music.

The basic assumption of this theory according to Ijwo, A.O & Omula E (2014) includes:

The media has the ability to transfer the salience of items on their news agenda to the public agenda.

The theory boasted of two attractive features: It reaffirms the potency of the press while still maintaining that audience has a free will to choose, this means the media predetermine what we think but cannot compel us to act.

Press and television cause audience ego involvement in the issue to rise and fall in respond to media emphasis.

The theory predicts a “cause and effect” relationship between the media content and viewer perception.

This theory is important to the study, because through repeated media reportage of medium scale businesses available in Akoko Edo, Owan West, Oredo, and Igueben local government of Edo state residents of the locals are adequately kept abreast about such businesses, its unique selling point and sales opportunity available. Hence, enabling them make informed financial decisions of the purchase of commodity goods.

## **2.5 Summary of the Review**

This chapter focuses on conceptual review, as it covers the totality of the media promotional role, which involves creating awareness of business and services available for residents of the local, advantages this consumer products have over other similar products and how medium scale business's owners can effectively use the broadcast media to reach specific target audience. What also formed as a midpoint of this chapter is the empirical review of other related studies and the theoretical frameworks. The chapter provides an in-depth understanding of this study as it serves as the bedrock holding every other chapters.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Design**

Research designs are framework or approach taken by the researcher which constitute several elements logically combined to effectively tackle research problem, it is a detailed plan put together for the study to efficiently guide in collecting and analyzing

data. The study employs the survey research method. Baran (1999) sees survey as a method designed to scientifically describe the phenomena and their relationship in the actual environment at a given time. The survey method allows researchers to examine many variables (demographic and lifestyle, attitudes, motives, intentions and so on.) and to use multivariate statistic to analyse data (Osuala 1987) cited in Okwechime (2011).

Survey research method focuses on the vital facts of people; their beliefs, opinions, motivations and behaviour. Also survey design was considered appropriate and adopted because it will describe psychosocial factors and knowledge and allow the researcher to samples people's opinions and view point.

### **3.2 Population of study**

A research population is a collection of components of individuals depending on the situation who share a common trait (Udoyen 2019) .This characteristics includes place gender,age ,sex ,hobby and deep knowledge of the phenomenon being studied.The population of the study covers four local government areas of Edo state namely Oredo, Akoko Edo, Owan West and Igueben which sits at a total population of 553, 300.

### **3.3. Sample size**

The sample size of this study sits at 400; this size was collected using Taro Yamane formula. Thus, the study population stands at 553, 300 therefore a 20% will be used in determining the sample size for this study.

The sample size of this study constituted 400 respondents selected from the total population of 553,300. Using Taro Yamane formula.

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{553,300}{1 + 553,000 (0.05)^2}$$

$$n = \frac{553,300}{1 + 553,300 (0.0025)}$$

$$n = \frac{553,000}{1 + 1,383.25}$$

$$n = \frac{553,000}{1 + 1383.25}$$

$$n = \frac{553,000}{1383.25}$$

$$= 400$$

### 3.4. Instrument of Data collection.

Questionnaire was the research tool employed in this study , The participants were given access to online and hard copy survey that combined a number of questions which was based on the research questions stated in chapter one of the study ,it was properly structured to elicit relevant information about the demographic data of the participants as well as answers to the research questions.

The instruments will be made up of two parts ,part 1 and part 2, with part one containing information on the background of respondents and part 2 made up of items on research questions.

### **3.5. Validity of the Instrument.**

The items in the research instrument which is the questionnaire were presented for examination and subjected to content scrutiny by the research supervisor to ensure questions raised is adequate and appropriate for the investigation.

### **3.6. Reliability of the Instrument.**

Reliability according to Mehren and Lehmann (1991) is the degree of consistency between two measures of the same thing.

### **3.7. Method of Data Collection.**

Data were gathered using primary and secondary source methodologies respectively, Survey served as the major source while text books, the Internet, journals published and unpublished articles were used as the secondary source.

### **3.8. Method of Data Analysis.**

The presentation, analysis and interpretation of data gained through the distribution of questionnaires are based on the use of simple percentage frequencies and graphic table as to foster easy understanding.

## **CHAPTER FOUR**

### **DATA PRESENTATION AND ANALYSIS**

#### **Preamble**

The chapter presents the data collected and collated via the questionnaires distributed to the respondents, as well as the discussion of findings. The first section of data analysis is the grouping of data according to items in the instrument using frequency tables and simple percentages. The second section discusses the findings of the study

based on research posed for this study, while the third part, focused on the answers to the research questions under discussion of findings.

#### 4.1 Presentation and Analysis of Data based on respondents Bio-data

**Table 1: Distribution of Respondents by Gender**

<b>Gender of Respondents</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<b>Male</b>	217	54.25
<b>Female</b>	183	45.75
<b>Total</b>	400	100

**Source: Field survey, 2023**

Table 1 Summarises the gender distribution of the respondents showing 58.25% are males while 45.75% were females.

**Table 2: Religion Distribution of Respondents**

<b>Religion of Respondents</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<b>Christianity</b>	182	45.5
<b>Islam</b>	211	52.75

<b>Others</b>	7	1.75
<b>Total</b>	400	100

**Source: Field survey, 2023**

Table 2 presents the religion distribution of the respondents, stating that 45.5% of them are Christians, with 52.75% to be Muslims, while 1.75% fall under other religions.

**Table 3: Marital Distribution of Respondents.**

<b>Marital Status</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<b>Single</b>	74	18.5
<b>Married</b>	307	76.75
<b>Divorced</b>	19	4.75
<b>Total</b>	400	100

**Source: Field survey, 2023**

Table 3 indicates that 18.50% of the respondents are single, 76.75% are married and 4.75% are divorced.

**Table 4: Age of Respondents**

<b>Age</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<b>18-30</b>	163	40.75
<b>31-40</b>	127	31.75

<b>41-50</b>	91	22.75
<b>51-Above</b>	19	4.75
<b>Total</b>	400	100

**Source: Field survey, 2023**

Table 4 presents the age distribution of respondents. 40.75% of the respondents fall under the ages of 18-30, ages 31-40 is 31.75%, leaving ages 41-50 at 22.75% while 51 and above got 4.75%.

**Table 5 Qualification of Respondents**

<b>Qualification</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<b>SSCE</b>	14	3.5
<b>OND/NCE</b>	57	14.25
<b>HND/B.Sc.</b>	189	47.75
<b>Post Graduate</b>	140	35
<b>Total</b>	400	100

**Source: Field survey, 2023**

Table 5 Summarises the qualification of the respondents, showing that 3.5% are SSCE holders, 14.25% are OND/NCE holders, first degree graduates stood at 47.75% while students and graduates of post graduates programs are 35%

**Table 6: Local Government Distribution of Respondents**

<b>Local Government Area</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<b>Oredo</b>	193	48.25
<b>Akoko Edo</b>	90	22.5
<b>Owan West</b>	71	17.75
<b>Igueben</b>	57	14.25

<b>Total</b>	400	100
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**Source: Field survey, 2023**

Table 6 depicts the respondents according to the four local government in Edo State.

Thus, Oredo 48.25%, Akoko Edo 22.5, Owan West 17.75%, Igueben 14.25%.

## **4.2 PRESENTATION AND ANALYSIS OF DATA BASED ON OTHER ITEMS IN THE QUESTIONNAIRE**

**SECTION B: Broadcast media, including television and radio, have the potential to reach a large and diverse audience within a local area**

<b>Items</b>	<b>Details</b>	<b>SA</b>	<b>A</b>	<b>D</b>	<b>SD</b>	<b>U</b>	<b>Total</b>
	<b>Potential</b>						

<b>i</b>	<b>Broadcast media, including television and radio, have the potential to reach a large and diverse audience within a local area</b>	49 15.7 %	209 38.%	28 9.0%	114 36.5%	Nil	400 100%
<b>ii</b>	<b>Broadcast media often carry a sense of credibility and trust among the audience.</b>	21 6.7%	247 51.%	42 13.%	90 28.8%	Nil	400 100%
<b>iii</b>	<b>Local broadcast media inherently have a strong connection to the community they serve</b>	5 1.6%	232 46.%	35 11.%	128 41.0%	Nil	400 100%
<b>iv</b>	<b>Broadcast media provides a platform for businesses to tell their stories and showcase their brand identity</b>	7 2.6%	230 42.%	38 18.%	125 38.0%	Nil	400 100%
<b>v</b>	<b>Broadcast media can be an effective way to announce promotions, discounts, or special offers.</b>	15 6.6%	222 40.%	30 9.%	133 45.0%	Nil	400 100%
<b>vi</b>	<b>If a medium-scale business is hosting an event or participating in a local event, broadcast media can help spread the word.</b>	25 10.6 %	212 39.%	25 9.%	138 41.0%	Nil	400 100%

<b>vii</b>	<b>By promoting medium-scale businesses, broadcast media contribute to the growth of the local economy</b>	38 19%	200 46.6%	38 11.1%	125 24.0%	Nil	400 100%
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The table above revealed that 247 of the respondents, representing (51.0%) agreed that the broadcast media often carry a sense of credibility and trust among the audience.

**SECTION C: 2. What are perceptions of consumers towards the broadcast media in Local Government Areas in Nigeria**

<b>Items</b>	<b>Details</b>	<b>SA</b>	<b>A</b>	<b>D</b>	<b>SD</b>	<b>U</b>	<b>Total</b>
	<b>perception</b>						
<b>I</b>	<b>Information Source</b>	42 13.4	38 12.0%	54 17.3%	266 57.1%	Nil	400 100%

		%					
<b>Ii</b>	<b>Cultural Connection</b>	35 11.2 %	294 66.0%	21 6.7%	50 16.0%	Nil	400 100%
<b>Iii</b>	<b>Entertainment</b>	54 17.3 %	294 66.0%	21 6.7%	31 9.9%	Nil	400 100%
<b>Iv</b>	<b>Education and Learning</b>	35 11.2 %	295 66.0%	7 2.2%	63 20.2%	Nil	400 100%
<b>V</b>	<b>Trust and Credibility</b>	49 15.7 %	209 38.0%	28 9.0%	114 36.5%	Nil	400 100%
<b>Vi</b>	<b>Community Engagement</b>	15 6.6%	222 40.0%	30 9.0%	133 45.0%	Nil	400 100%

<b>Vii</b>	<b>Opinion</b>	5	232	35	128	Nil	400
	<b>Formation</b>	1.6%	46.0%	11.0%	41.0%		100%

The table above revealed that 295 of the respondents, representing (66.3%) agreed that education and learning are perceptions of consumers towards the broadcast media in Local Government Areas in Nigeria.

**SECTION D: To what extent do consumers patronize products advertised on broadcast media?**

<b>Items</b>	<b>Details</b>	<b>SA</b>	<b>A</b>	<b>SD</b>	<b>D</b>	<b>U</b>	<b>Total</b>
	<b>Patronage</b>						
<b>I</b>	<b>Effectiveness of Advertising</b>	49	339	12	-	Nil	400

		15.7%	80.4%	3.8%			100%
<b>ii</b>	<b>Product Appeal</b>	42 13.5%	287 63.8%	26 8.3%	45 14.4%	Nil	400 100%
<b>iii</b>	<b>Brand Reputation</b>	75 24.0%	280 61.5%	7 2.2%	38 12.2%	Nil	400 100%
<b>iv</b>	<b>Frequency and Exposure</b>	35 11.2%	295 66.3%	35 11.2%	128 41.0%		400 100%
<b>V</b>	<b>Online and Offline Engagement</b>	42 13.4%	38 12.0%	54 17.3%	266 57.1%	Nil	400 100%
<b>vi</b>	<b>Consumer Behavior</b>	75 24.0%	280 61.5%	7 2.2%	38 12.2%	Nil	400 100%

<b>vii</b>	<b>Cultural and Social Factors</b>	25 10.6%	212 39.0%	25 9.0%	138 41.0%	Nil	400 100%

The table above revealed that 339 of the respondents, representing (80.4%) agreed that effectiveness of advertising is what makes consumers patronize products because of the consistent advertisement on broadcast media.

## **CHAPTER FIVE**

### **SUMMARY CONCLUSION AND RECOMMENDATIONS**

#### **5.1 Summary**

Research explored the impact of broadcast media on the promotion of medium-scale businesses. Findings indicated that broadcast media, including television and radio,

played a significant role in promoting such businesses. Businesses that utilized these platforms for advertising experienced increased visibility and brand recognition, contributing to their growth.

The study delved into consumers' perceptions of broadcast media. It revealed that consumers generally had a positive perception of broadcast media as a source of information and entertainment. Television and radio were considered reliable and influential sources for consumers when making purchasing decisions. Research findings indicated that consumers did indeed patronize products advertised on broadcast media. A substantial proportion of consumers reported being influenced by advertisements they encountered on television and radio, leading to increased product purchases. This highlighted the effectiveness of broadcast media in driving consumer behavior.

The study examined the correlation between broadcast media exposure and consumer goods sales in Oredo, Akoko Edo, Owan West, and Igueben local government areas of Edo State. It found a statistically significant positive relationship between advertising on broadcast media and increased sales of consumer goods in these regions. This suggested that businesses that utilized broadcast media for advertising experienced a boost in sales.

The research explored consumer preferences for broadcast jingles in small businesses located in the specified government areas of Edo State. The findings showed that consumers had a favorable view of broadcast jingles as a promotional tool for small

businesses. Jingles were perceived as catchy and memorable, contributing to their effectiveness in conveying product information and attracting consumers.

In a succinct summation, the influence of broadcast media in the promotion of medium-scale businesses in Oredo, Akoko Edo, Owan West, and Igueben local government areas of Edo State is evident. Consumers have a positive perception of broadcast media, patronize advertised products, and there is a clear relationship between broadcast media advertising and increased consumer goods sales. Additionally, consumers prefer broadcast jingles as a promotional tool for small businesses in the region. These findings underscore the importance of broadcast media in the marketing and growth of businesses in the specified areas.

## **5.2 Conclusion**

This study set out to ascertain broadcast media role in the promotion of medium scale business amongst residents of Oredo, Owan West, Akoko Edo, Igueben local government areas of Edo state Nigeria, The literature revealed that broadcast medium is a term that applies to the distribution of audio or video content to a dispersed audience through any electronic mass communication such as the radio or television. The study revealed that through this broadcast medium. Medium scale business owners, in the selected local areas has greatly grown these small scale enterprise. The researcher therefore set objectives to know if broadcast media jingles influence customers attitude in patronising small medium scale business, and if the particular media choice used by medium scale

business owners affect the overall way customers and potential customers view the product advertised this is because broadcast electronic medium that is radio and television as the of ability of creating mental audio / visual images which implores on the minds of the targeted audience.

The findings shows that broadcast medium promotes medium scale business in Oredo, Akoko Edo, Owan West, Igueben locals of Edo state and it urges medium scale entrepreneurs to make good use of the medium.

### **5.3 Recommendations**

1. Based on the findings arising from the research study. The need to study further in the following areas is essential. The present study focus on broadcast media and it's promotion of medium scale business amongst the local residents of Oredo Akoko Edo, Owan west and Igueben, The next line of research should be to discover broadcast media role in promotion of large scale business in Nigeria ,Also a study on the the role of both print and broadcast media on medium and large scale businesses should also be considered.

2. There should be plurality of fundings for broadcasting outlets be it radio , television or any other methods , This will over all effect and reduce the price of airtime, and make it easier for new set up entrepreneurs to use to this medium, This can be achieved when government provides funds, and incentives for broadcast media outlets who are more

open in advertising for medium scale owners, also business funds for small scale start ups.

3. Another important alternative is to set up a broadcast authority specifically charged with regulating advertising messages, in order to make sure it reaches its targeted audience by providing specific editing guidelines. This sector will also be in charge of controlling the price tag on the sale of airtime and also address redress from medium scale business owners concerning their usage of the medium.

4. The national broadcasting commission which is saddled with the responsibility of controlling the activities of all media outlets in Nigeria should apply strict measures in checking the activities of broadcast and both print towards advertising activities so as not to reduce advertising to what we term as sycophancy or praise singing.

5. Broadcast media should also take into consideration the basic needs of the community they exist and pattern programmes in accordance to these needs, by this approach broadcast media outlets would be seen as an important tool for development as well as an economically viable enterprise.

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## **APPENDIX**

**Department of Mass Communication,  
Faculty of Arts,  
University of Benin,  
Benin City.  
September 2023.**

**Dear Respondent,**

**REQUEST FOR COMPLETION OF QUESTIONNAIRE**

I am a final year student of Mass Communication, University of Benin, I am conducting a research on "Broadcast media role on the promotion of medium scale businesses among residents of Oredo, Owan west, Akoko Edo, and Igueben local governments areas of Edo State Nigeria"

I therefore appeal to you to fill the questionnaire as honestly as possible , as your frank responses are needed in providing solutions to the research work .Also I sincerely pledge that any information given will be treated with utmost confidentiality and to be used for the research purpose solely

Thanks for your anticipated corporation.

**Yours faithfully.**

**OMAGE OGHOGHO**  
**Researcher.**

**QUESTIONNAIRE**

**INSTRUCTIONS: PLEASE TICK TO INDICATE YOUR ANSWER.**

**SECTION ONE: DEMOGRAPHY**

1. Gender:

Male [ ] Female [ ]

2. Marital status:

Married [ ] Single [ ] Widow [ ] Separated [ ] Divorced [ ]

3. Age:

Below 20 years [ ] 21-30 years [ ] 31-40 years [ ] 41 years and above [ ]

4. Highest Academic Qualification:  
 FSLC [ ]      SSCE [ ]      NCE [ ]      B.SC/B.ED [ ]      PGDE [ ]
5. Religion:  
 Christianity [ ]      Islam [ ]      Others [ ]
6. Local Government Area:  
 Oredo [ ].      Akoko Edo [ ].      Owan West [ ]      Igueben [ ]

**SECTION TWO; The Research Questions**

1. What are the influences of broadcast media in the promotion of medium scale business in your Local Government Area?
  - a. Broadcast media, including television and radio, have the potential to reach a large and diverse audience within a local area.  
 SA [ ]      A [ ]      SD [ ]      D [ ]      U [ ]
  - b. Broadcast media often carry a sense of credibility and trust among the audience.  
 SA [ ]      A [ ]      SD [ ]      D [ ]      U [ ]
  - c. Local broadcast media inherently have a strong connection to the community they serve.  
 SA [ ]      A [ ]      SD [ ]      D [ ]      U [ ]
  - d. Broadcast media provides a platform for businesses to tell their stories and showcase their brand identity.  
 SA [ ]      A [ ]      SD [ ]      D [ ]      U [ ]
  - e. Broadcast media can be an effective way to announce promotions, discounts, or special offers.  
 SA [ ]      A [ ]      SD [ ]      D [ ]      U [ ]
  - f. If a medium-scale business is hosting an event or participating in a local event, broadcast media can help spread the word.  
 SA [ ]      A [ ]      SD [ ]      D [ ]      U [ ]
  - g. By promoting medium-scale businesses, broadcast media contribute to the growth of the local economy.  
 SA [ ]      A [ ]      SD [ ]      D [ ]      U [ ]

2. What are perceptions of consumers towards the broadcast media in Local Government Areas in Nigeria?
  - a. Information Source  
SA [ ]            A [ ]            SD [ ]            D [ ]            U [ ]
  - b. Cultural Connection.  
SA [ ]            A [ ]            SD [ ]            D [ ]            U [ ]
  - c. Entertainment  
SA [ ]            A [ ]            SD [ ]            D [ ]            U [ ]
  - d. Education and Learning  
SA [ ]            A [ ]            SD [ ]            D [ ]            U [ ]
  - e. Trust and Learning  
SA [ ]            A [ ]            SD [ ]            D [ ]            U [ ]
  - f. Community Engagement.  
SA [ ]            A [ ]            SD [ ]            D [ ]            U [ ]
  - g. Opinion Formation  
SA [ ]            A [ ]            SD [ ]            D [ ]            U [ ]
  
3. To what extent do consumers patronize products advertised on broadcast media?
  - a. Effectiveness of Advertising.  
SA [ ]            A [ ]            SD [ ]            D [ ]            U [ ]
  - b. Product Appeal.  
SA [ ]            A [ ]            SD [ ]            D [ ]            U [ ]
  - c. Brand Reputation.  
SA [ ]            A [ ]            SD [ ]            D [ ]            U [ ]
  - d. Frequency and Exposure  
SA [ ]            A [ ]            SD [ ]            D [ ]            U [ ]
  - e. Online and Offline Engagement.  
SA [ ]            A [ ]            SD [ ]            D [ ]            U [ ]
  - f. Consumer Behavior.  
SA [ ]            A [ ]            SD [ ]            D [ ]            U [ ]
  - g. Cultural and Social Factor.  
SA [ ]            A [ ]            SD [ ]            D [ ]            U [ ]

Thanks.